

Clark County
Quit Line Data Summary
July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 282	N = 3,906
Percent of Statewide Calls	8.7%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	County %	State %
Gender	N = 275	N = 3,543
Female	64.7%	61.4%
Male	35.3%	38.6%
Race/Ethnicity	N = 262	N = 2,967
People of Color	8.8%	15.6%
White	91.2%	84.4%
Age	N = 274	N = 3,091
Less than 18 years old	2.6%	2.0%
18 - 24 years old	15.7%	14.9%
25 - 34 years old	25.5%	22.9%
35 - 44 years old	27.7%	25.8%
45 years and older	28.5%	34.3%
Education	N = 265	N = 3,038
Did not graduate high school	16.2%	16.6%
High school graduate	35.1%	31.8%
Some college/vocational school	39.6%	38.6%
College graduate	9.1%	13.0%
Caller Type	N = 269	N = 3,409
General Information	4.8%	13.2%
Health care provider	1.1%	2.9%
Tobacco user	94.1%	83.9%
Payer Type	N = 199	N = 2,235
Insured	45.2%	43.4%
Uninsured	29.6%	23.8%
Medicaid	25.1%	32.7%
Heard About	N = 240	N = 2,881
Past caller	16.7%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	12.5%	19.6%
Television	29.6%	23.9%
Outdoor advertisement (billboard/bus/wall)	1.3%	7.0%
Targeted mailing	0.4%	0.6%
Great Start	0.8%	0.3%
Radio	1.7%	1.9%
Newspaper/Magazine	0.8%	1.1%
Brochure/Newsletter	4.6%	4.9%
Family or friend	27.9%	18.8%
Health Department	3.3%	3.0%
School	0.4%	0.6%